

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-10. (canceled)

11. (currently amended) A computer program stored on a computer readable storage medium executed by a processor causes  
~~Computer program product for~~ the allocation of seats to customers in a computerized reservation system, characterized by the fact that it comprises allocation instructions for, when it is executed by a computer:

- accessing a database of storage of data relative to placement criteria;

- extracting from said database ~~the~~ data corresponding to each customer;

- determining a satisfaction value of the customer for a seat, said satisfaction value being a function of the agreement with the placement criteria;

- accessing with a database for storage of a level of priority assigned to each customer;

- extracting from each database the level of priority corresponding to each customer;

- for the customer having the highest level of priority, seeking the available seat having the highest satisfaction value and storing an identification data of said seat in a data table assigned to the customers;

- repetition of the preceding step for each customer, by decreasing order of priority level, to effect an allocation of seats to the customers.

12. (currently amended) ~~Product~~ The computer program according to claim 11 comprising instructions to repeat ~~the~~ allocation instruction steps at each new reservation or cancellation of a seat.

13. (currently amended) The computer program ~~Product~~ according to claim 11 comprising instructions to create a waiting list defined by ~~the~~ customers remaining after assignment of all the available seats.

14. (currently amended) The computer program ~~Product~~ according to claim 11 comprising instructions to assign to each seat an inclusion attribute in ~~the~~ a group of available seats so as to define the seats available for allocation.

15. (currently amended) The computer program ~~Product~~ according to claim 14 comprising instructions to exclude from the group of available seats, ~~the~~ seats whose reservation has been confirmed by the customer.

16. (currently amended) The computer program ~~Product~~ according to claim 15 comprising instructions to repeat ~~the~~ allocation instruction steps for customers whose seat has a confirmed reservation to seek a possible better seat.

17. (currently amended) The computer program ~~Product~~ according to claim 11 characterized by the fact that the placement criteria comprise data as to region or location of the seats desired by the customer.

18. (currently amended) The computer program ~~Product~~ according to claims 11 characterized by the fact that the placement criteria comprise an adjacency criterion of the customer to at least one other customer.

19. (currently amended) The computer program ~~Product~~ according to claim 11 characterized by the fact that it comprises instructions to assign to each placement criterion an attribute defining it either as mandatory or as preferred.

20. (currently amended) The computer program ~~Product~~ according to claim 11 characterized by the fact that it comprises instructions to assign to each placement criterion an attribute of weight for the determination of the satisfaction values.

21. (previously presented) Process for the allocation of seats to customers, usable with a computerized reservation system, characterized by the fact

that it comprises the following allocation steps:

- assignment, in a database, to each customer, of data relative to placement criteria;

- determination of a value of satisfaction of the customer for a seat as a function of agreement with the placement criteria,

- assignment, in a database, to each customer, of a priority level,

- allocation by an allocation server, to each customer, by decreasing order of level of priority, of the available seat having the maximum satisfaction value.

22. (previously presented) Process according to claim 21, characterized by the fact that the steps of allocation are repeated upon each new reservation or cancellation of a seat.

23. (currently amended) Process according to claim 21, characterized by the fact that if the available seats are all assigned, placement of ~~the~~ remaining customers on the waiting list.

24. (currently amended) Process according to claim 21, characterized by the fact there is assigned to each seat at least one attribute of inclusion in ~~the~~ group of available seats, for the definition of the seats available for allocation.

25. (currently amended) Process according to claim 24, characterized by the fact that there is excluded from the group of available seats, ~~the~~ seats whose reservation is confirmed by the customer.

26. (previously presented) Process according to claim 25, characterized by the fact that for customers whose seat has a confirmed reservation, there is carried out a search procedure for a possible better seat by the steps of allocation.

27. (previously presented) Process according to claim 21, characterized by the fact that the placement criteria comprise data as to zone or location of the seats desired by the customer.

28. (previously presented) Process according to claim 21, characterized by the fact that the placement criteria comprise a criterion of adjacency of the customer to at least one other customer.

29. (previously presented) Process according to claim 21, characterized by the fact that there is assigned to each placement criterion an attribute defining it either as mandatory or as preferred.

30. (previously presented) Process according to claim 21, characterized by the fact that there is assigned to each placement criterion an attribute of weight for the determination of satisfaction values.